We claim:

1. A nucleic acid cassette comprising:

(1) an E2F responsive promoter, wherein said promoter in the presence of "free" E2F, expresses a gene operably linked to said promoter;

(2) a nucleic acid segment containing a nucleic acid sequence of interest operably linked to said E2F responsive promoter, wherein said gene of interest is a positive potentiator or a negative potentiator .

2. The nucleic acid cassette of claim 1, wherein the nucleic acid sequence of interest encodes a negative potentiator selected from the group consisting of an antibody, a suicide protein, a dominant negative mutant, and a cytotoxic agent.

3. The nucleic acid cassette of claim 1, wherein the nucleic acid segment is encodes a cytotoxic protein or cytotoxic fragment thereof.

4. The nucleic acid cassette of claim 3, wherein the nucleic acid segment encodes at least Domain III of *Pseudomonas exotoxin* A.

5. The nucleic acid cassette of claim 1, wherein the E2F responsive promoter is selected from the group of promoters consisting of E2F1 promter, dihrydrofolate reductase promoter, DNA polymerase α promoter, c-myc

promoter and B-myb promoter.

6. The nucleic acid cassette of claim 5, wherein the promoter is the human wild type E2F-1 promoter.

7. A cassette containing the nucleic acid cassette of claim 1.

8. The vector of claim 7, wherein the vector is selected from the group consisting of chemical conjugates, fusion proteins containing a targeting moiety and nucleic acid binding moiety, retroviral vectors and DNA viral vectors.

9. The vector of claim 8, wherein the vector is a DNA viral vector selected from the group consisting of herpes viral vectors, adenoviral vectors and and adeno-associated viral vectors.

10. The vector of claim 8, wherein the vector is an adenoviral vector.

11. The vector of claim 10, wherein the nucleic acid sequences of interest encodes a negative potentiator.

12. The vector of claim 11, wherein the negative potentiator is a sucide protein or a cytotoxin.

13. The vector of claim 12, wherien the negative potentiator is a suicide protein and the suicide protein is HSV thymidine kinase.

14. A method of selectively targetting a malignant cell which comprises adding an effective amount of the nucleic acid cassette of claim 1 to a medium containing the malignant cell under conditions where the nucleic acid cassette can transduce the cell and waiting until the nucleic acid cassette transduces the malignant cell.

15. The method of claim ~~14~~ 25, wherein the nucleic acid ~~cassettes~~ cassette is present in a viral vector or nucleic acid delivery system.

16. The method of claim ~~14~~ 25, wherein the malignant cell is a solid tumor.

17. The method of claim ~~11~~ 16, wherein the solid tumor is a glioma.

18. The method of claim 17, wherein the nucleic acid ~~cassettes~~ cassette is present in a vector, wherein the vector is an adenovirus vector or a herpes virus vector.

19. The method of claim 16, wherein the nucleic acid sequence of interest encodes a negative potentiator.

20. The method of claim 19, wherein the ~~negative potentiator~~ gene of interest is a suicide gene, a dominant negative mutant or a cytotoxin.

21. The method of claim 20, wherein the ~~negative potentiator~~ gene of interest is a suicide gene.

22. The method of claim 21, wherein the suicide gene is HSV thymidine kinase.

23. The method of claim ~~22~~ 20, wherein the ~~negative potentiator~~ gene of interest is

a cytotoxin.

a 24. The method of claim 23, wherien the ~~cytotoxic~~ cytotoxin contains at least Domain III of *Pseudomonas extoxin A*.

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